

Liquor Control *News*

The Michigan Liquor Control Commission Bi-Monthly Newsletter



Chairman's *Corner*

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With the holidays now within reach and the year 2012 coming to a close, I want to take a few moments to share a few thoughts.

It's been quite a year at the Commission, with our efforts continuing to be focused on being business-minded and customer-driven. We continue to work very closely with our great staff team to focus on how we can continue to make improvements to our licensing and investigation process, cutting out unnecessary hurdles, with the goals of creating more certainty for applicants. As just one example of the positive changes made thus far, our staff team has successfully eliminated multiple weeks in the process of when the application first comes in to the Commission's Lansing office. Also, the time needed to prepare the closing packet following Commission approval is steadily diminishing as well. My thanks and appreciation go to the staff team who have made these changes happen!

We continue to base our decisions on how the statutes and rules are written to help provide certainty to licensees and applicants. While it sounds good and easy to say this is how we will make decisions, this is not always easy. There are times when an applicant comes to us with what sounds like a great business opportunity, a great acquisition or expansion and/or a real opportunity to grow, unfortunately, the idea may be inconsistent with what the Michigan Liquor Control Code and the Promulgated Rules of the Commission says. In other words, in order to be able to proceed with their business plans, the laws and regulations of the state that are restricting the plans must be changed.

This is a big reason why Governor Rick Snyder created the Office of Regulatory Reinvention (ORR) and charged it with performing a comprehensive review of the state's regulatory requirements and making recommendations for changes. The ORR prepared a report of recommendations, including changes to the liquor control code, the promulgated rules, and internal Commission procedures. The Commission has been reviewing and implementing many of the recommended changes to our internal procedures. Some are complete, some are ongoing, some require more review and consideration before deciding whether to act on the recommendation.

As for recommended changes to the Liquor Control Code, those are changes that must be first considered by the state Legislature. As for recommended changes to the promulgated rules, stay tuned, as work will begin on preparing requests for rulemaking to make changes to the rules.

Thank you for taking a few moments to look at this newsletter. I would like to wish all of you very happy holidays, a great finish to 2012, and a healthy and prosperous 2013.

Cheers!
Andy

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October 1, 2012 Liquor Price Discrepancies



This is to notify you of several incorrect liquor prices that appear in the October 1, 2012 MLCC Liquor Price Book. The list below has the **correct prices** of the 17 items involved.

Please make these corrections to your shelf prices **immediately**. We apologize for the errors and inconvenience.

ADA #	LIQ CODE	BRAND NAME	SIZE IN ML	LICENSEE PRICE	MINIMUM SHELF PRICE
221	93076	Bowmore-12 Yr	750	36.44	42.96
221	4441	Glenfiddich-30 Yr	750	305.35	359.99
321	3390	Patron Reposado	1750	103.48	121.99
321	2461	Patron Silver	1750	89.05	104.99
321	71739	Patron Silver w/Ice Bucket	1750	89.05	104.99
221	8068	Grey Goose Multi Pack 4PK	50	13.56	15.99
221	803	Seagram's Extra Smooth	1750	16.11	18.99
221	7227	Seagram's Extra smooth PL	1750	16.11	18.99
221	71590	Seagram's Extra/50ml Swt Tea	1750	16.11	18.99
321	8397	Absolut Rainbow Pack	50	6.69	7.89
221	1127	Seagram's Apple Vodka	1750	16.11	18.99
221	4056	Seagram's Wild Grape Vodka	1750	16.11	18.99
221	3363	Stolichnaya Blueberi	1750	33.92	39.99
221	451	Stolichnaya Ohranj	1750	33.92	39.99
221	452	Stolichnaya Razberi	1750	33.92	39.99
221	453	Stolichnaya Vanil	1750	33.92	39.99
221	2877	X-Rated Fusion	375	8.48	9.99

November is Election Season!

Political Advertising Statement—The MLCC recently voted to initiate the process under the Administrative Procedures Act to rescind administrative rule 436.1335 because the rule is obsolete. Consequently, the MLCC will not enforce the rule's prohibition on licensees displaying political advertising that advocates the election of a person or political party.

Happy Holidays from MLCC!!

The MLCC will be closed November 22 and 23, 2012 for Thanksgiving, December 24 and 25 for Christmas and December 31 and January 1, 2013 for the New Year. Please plan accordingly.

Holiday Sales information can be found below:

Christmas Sales—Do not sell any alcoholic beverages between 11:59 p.m. midnight on December 24 (Christmas Eve) and 12:00 p.m. noon on December 25 (Christmas Day). Normal legal hours resume on December 26, (the day after Christmas).

*** However, the establishment may be open for the sale of other goods and services.**

New Years Sales—On-premises licensees – Do not sell alcoholic beverages between 4 a.m. and 7 a.m. on New Years Day. [\[Rule 436.1403\]](#)

Off-premises licensees – (convenience food, drug, grocery stores, etc.) – Do not sell alcoholic beverages between 2 a.m. and 7 a.m. on New Years Day. [\[Rule 436.1503\]](#)



August 2012 Financial Statement Available on Website



The Michigan Liquor Control Commission (MLCC) approved the August 2012 financial statement at the October 9, 2012 Business Meeting.

The report shows the results of MLCC operations for the period of October 1, 2011 through August 31, 2012 and is compared with the same period from the previous fiscal year.

Highlights of this report include:

- Distilled spirit cases sold have increased 229,509 (3.6%) during the first forty-seven weeks of the 2011-12 year, compared with last year.
- Total Gross Sales have also increased over last year by almost \$48 million (5.4%) for the same forty-seven weeks.
- Net Income from Liquor Sales is up approximately \$10.5 million (7.0%) for the forty-seven weeks.
- Beer tax collections are up just over \$630,000 and wine taxes are higher by almost \$800,000. The Sunday Morning Sales Fees total collected is down \$400,000.



Mark Your Calendar

The semi-annual meeting is scheduled for Wednesday, December 5th, 2012 in the Lansing Office at 11:00 am.



As one of 17 control states, the Michigan Liquor Control Commission's guiding philosophy is to make alcoholic beverages available while regulating their sale and distribution in order to protect the rights and interests of Michigan citizens. The Commission believes this can be accomplished most effectively through selective licensing and strict enforcement. The observance of all liquor laws and the rules of the Commission is in the best interest of everyone—the public, the licensees, and the alcohol beverage industry.

